



A STRATEGY FOR RETAILING

NEIGHBORHOOD RETAIL

- Maintain and reinforce the existing service retail that reflects the local community character.
- Encourage maintenance of the existing building stock and upgrade specific parcels.
- Promote uses that provide basic services to the community, such as drugstore, laundry, bookstores, hardware, bank, etc.

REGIONAL RETAIL

- Designate larger development parcels that allow for regional stores such as Old Navy, Urban Outfitters, REI, Virgin, The Gap, Eddie Bauer, Barnes & Noble, etc., that are supported by college age consumers.
- Work with the fast food establishments to relocate as an in-line food restaurant.
- Maintain the existing quality housing stock, and develop additional residential units above ground level retail.
- Develop open space that encourages outdoor dining, people watching, street entertainment, and relaxation.
- Group a mix of food establishments and boutique retail shops to create a destination shopping area.

OFFICE & ENTERTAINMENT USES

- As a gateway to the District from the east, develop a cultural/hospitality/entertainment area with office above.
- Create a specialize entertainment zone that will compliment, not detract from short Vine Street in Corryville. Such uses could include a full run movie theatre, hotel, virtual or actual game parlors (i.e. Gameworks, ESPN Zone).
- Encourage location of entertainment related shops, such as music stores, film production, etc.
- Create a mix of food establishments that caters to visitors and neighbors of the District.